

Relax and Enjoy Life at the Wellness Spa



Deborah Adams started The Wellness Spa in 1994 in a 400 square foot leased facility in Stevens Point. Deborah was the employee and started the business as an "experiment" that turned into a steadily growing business providing an above market wage for over 20 employees.

Deb has been actively involved in the industry since 1989 when she began her training at Northern Lights School of Massage in Minnesota. She received her massage therapy certification in 1990 and was employed in fitness facilities and Chiropractor offices until 1994 when she started the Wellness Spa. Deb's mother Deanna has been involved in the business since its inception and provides bookkeeping and payroll services. They recently hired a Human Resource Director in training for general management and now have "leads" of department heads in the areas of massage/spa, esthetics, nail care, and fitness. The supervisors of each department train incoming employees on specific techniques and rules and manage supplies for their areas. Deb's husband, Karl Wojtalewicz, who owned a small business of his own for twenty years, joined The Wellness Spa three years ago. He heads maintenance and continues the construction of new structures to keep the spa expanding.

The Wellness Spa provides therapeutic massage, facials, skin care/makeup, manicures & pedicures, body treatments, waxing and body shaping/nutrition, and exercise program services. The spa gift shop is filled with skin care and make-up products, nail care products, bath and body products, vitamins/supplements, music, books, cards, candles, massage tools, supplies and gifts.

Continuous growth eventually led to the purchase in 1999, of a home that is nearly 100 years old and is located on eight acres that overlook McDill Pond in Whiting, WI. The house, garage, and landscaping were completely refurbished to bring it up to state code and "spa" standards. The garage was renovated into salon suites that are rented to six individual salon owners.

In 2004 the spa, once again needed to expand the facility. Owner, Deb Adams, obtained financing through SBA's 504 program for the expansion that includes the addition of eight additional treatment rooms, hydrotherapy services, a flotation tank, locker rooms with saunas, waiting/relaxation room juice bar, and more office and laundry space for the spa. The expansion will also include 2,100 square feet of space that will be equipped with cardiovascular equipment, strength-training area, and a group fitness room. Deb hopes to accommodate larger groups at one time (wedding parties, women's weekends out, business guest entertaining) with the expansion.

In addition to her duties at the spa, Deb also works as a Motivational Speaker. She has had public speaking engagements with companies, groups, and affiliations on the subject of the power of positive thinking, stress management, and massage. She has served as a guest lecturer for UWSP, MSTC, and various local schools, as well as an Outside Educator for the Conservatory of Esthetics in Chicago. Deb has taken a number of continuing education courses in spa management and marketing. The Wellness Spa is quickly becoming a "destination" spa, with over 50 percent of the company's revenue coming from customers outside of central Wisconsin. Since the Stevens Point area is a highly traveled area and many businesses bring in employees and customers throughout the country, the spa has had the opportunity to gain a name and reputation for providing excellent service in an outstanding environment for a reasonable price. Currently, The Wellness Spa is considered a "Day Spa" and their goal is to become a "Retreat Spa" or "Resort" where clients could stay a weekend, week, or month. They would like to add overnight accommodations in approximately three years (maybe with the help of the SBA again)!

Deborah's message is that, "Wellness is 'wholeness' in our lives that we can control. Begin to take care of yourself now by including all things that make you happy and feel good; you deserve it." Deborah created The Wellness Spa as a special place to pamper yourself, to get away and escape every day life, a place to regain composure and refresh your body, mind and soul. She wants you to remember that "Relaxation is a key to transforming the way you look, move, think, and feel – begin to relax and you begin to enjoy life to its fullest!"

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